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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
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Duane Allen Ansel

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STOEL RIVES LLP - PDX
900 SW FIFTH AVENUE
SUITE 2600
PORTLAND, OR 97204-1268

EXAMINER

NGUYEN, THUY-VI THI

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PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary	Application No. 10/775,757	Applicant(s) ANSEL ET AL.	
	Examiner THUY-VI NGUYEN	Art Unit 3689	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 23 March 2011.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1,3-13 and 16-30 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1,3-13,16-30 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. _____.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|--|---|
| 1) <input type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413) |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | Paper No(s)/Mail Date. _____ |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08) | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____ |

DETAILED ACTION

Continued Examination Under 37 CFR 1.114

1. A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on 03/23/11 has been entered.
2. This is in response to the Applicant's communication filed on 03/23/11 wherein: Claims 1, 3-13, 16-30 are currently pending; Claims 1, 16 and 29 have been amended; Claims 2, 14-15 have been cancelled.

Claim Rejections - 35 USC § 112

3. The following is a quotation of the first paragraph of 35 U.S.C. 112:

The specification shall contain a written description of the invention, and of the manner and process of making and using it, in such full, clear, concise, and exact terms as to enable any person skilled in the art to which it pertains, or with which it is most nearly connected, to make and use the same and shall set forth the best mode contemplated by the inventor of carrying out his invention.
4. Claims 1, 3-13, 16-30 are rejected under 35 U.S.C. 112, first paragraph, as failing to comply with the written description requirement. The claim(s) contains subject matter which was not described in the specification in such a way as to reasonably convey to one skilled in the relevant art that the inventor(s), at the time the application was filed, had possession of the claimed invention.

Applicant has amended the claim language to including the limitation in claim 1 "*providing for distributing the branded, tangible items to the event attendees*"; claim 16

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"wherein the agent server is configured to select....., providing for distributing the branded, tangible items to the event attendees"; claim 29 "A computer readable storage medium comprising instruction to cause a computing device to perform.....the method comprising: providing.....event attendees".

According to the Applicant statement on page 12 of the remark, the new amended features above were supported in the disclosure by at least par. 0031. However, the examiner has reviewed applicant's disclosure at least on par. 0031 and Figs 1A-2, Figs 7C-9 and submits that this added limitation finds no support in the specification as currently written and is, therefore directed to new matter. Applicant's specification appears to teach when the event owner accepts the sponsorship offer from the provider, the agent server queries the event owner for and carries out the event owner's legal approval through e.g. an electronic contracting procedure. Figures 8A-9 basically discloses the contract between the event owner and the provider. The contract indicates the agreement information and the sponsorship opportunities (e.g. the quantity of hardware equipment) which will be provided by the provider at the event. The disclosure appears to end at the exchange of the contract information and does not describe actual delivery or provide of branded tangible items to the event attendees.

Thus, Applicant provides no teaching the step of "providing for distributing the branded, tangible items to the event attendees" as recited in claim 1, also Applicant provides no teaching an agent server configured to "providing for distributing the branded, tangible items to the event attendees" as recited in claim 19; and "a computer readable storage medium comprising instructions to cause a computing device to

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perform a method of" "providing for distributing the branded, tangible items to the event attendees" as recited in claim 29

The following is a quotation of the second paragraph of 35 U.S.C. 112:

The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the applicant regards as his invention.

5. Claims 1, 3-13, 16-30 are rejected under 35 U.S.C. 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention.

1) Independent claim 1, step 5 recites the term "selecting the selected provider" is confusion because it appears that the provider is already selected (selected provider) from the one or more potential providers, then how the process of "selecting" the selected provider is carried out? For the purpose of examination, it is interpreted to be "selecting the provider from the one or more potential providersasset". Furthermore, since step 4 recites "making the request and the associated sponsorship offer available to one or more potential providers.....opportunities", that means if the request and the associated sponsorship offer is available to only one potential provider, then does the feature of "selecting the selected provider from the one potential provider" need to be there? It appears that the one potential provider would also be the selected provider if there is only one potential provider in step 4.

2) Independent claim 1, step 7 cites "*providing for distributing the branded, tangible items to the event attendees*" is unclear because it is not related with the previous steps, specifically it is unclear whether the selected provider is the party who provides or delivers the branded, tangible items to the event attendees?

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3) Independent claim 1, step 2 causing the receiving of two or more sponsorship opportunities, where at least one of the two or more sponsorship opportunities comprises distributing branded, tangible items; then when the request is made and a selected provider select at (steps 4 and 5), this also indicates the two or more sponsorship opportunities and is not required to be distributing branded, tangible items. Thus it is not clear why the providing in the last step is always required by the claim "distributing the branded, tangible items to the event attendees"?

Independent claims 16 and 29 are rejected for the similar reason sets forth above.

4) Independent claim 16 recites in the last step "*wherein the agent server is configured to select the selected provider from the one or more potential providers of the request service or tangible, non-monetary asset, allow the provider to provide requested service or tangible, non-monetary asset at the event, and providing for distributing the branded, tangible items to the event attendees*", it is unclear whether the agent server is configured to perform the steps "allow the provider and providing for distributing" or the agent server is only configured to select the selected provider? Furthermore the phrase "distribute the branded" in the last step, there is insufficient antecedent and basis in the limitation. Noted that step 3 only recites "distribute tangible items to the event attendees"

5) Dependent claims 17-18, which recites "wherein the agent server identifies a provider capable of providing the requested service or tangible, non monetary asset" and "transmits the request and associated sponsorship offer to the identified provider",

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it is unclear whether the identifies a provider is similar to the selecting the selected provider as recited in claim 16, or the identified provider is a different provider?

Claim Rejections - 35 USC § 102

6. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

7. Claims **1, 3-13, 16-30** are rejected under 35 U.S.C. 102(e) as anticipated by YOSHIDA ET AL (US 2003/0093361).

As for independent claim 1, YOSHIDA ET AL discloses a method for facilitating an exchange of a service or intangible, non-monetary asset for use in an event for a sponsorship {see par. 0002}, the method comprising:

1) recording/receiving a request (information/data) using a computing device, for at least one service, non monetary asset for use in an event to be attended by a plurality of attendees, and the request having a fulfillment cost related to the event;

{see figures 1, 4-6 and pars. 0002; 0153-0156; 0222; 0319-0324 which discloses a requestor input the request information for a service, non monetary asset (commodities or services) for use in an event, wherein *the items to be entered in desired amount, prices for furnishment of the commodities or service*, desired in the

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sponsor. This requested *information are recorded in the input data recording unit 20C* as in figure 4, par. 0323};

Note: As for the limitation in of “the request having a fulfillment cost related to the event”, or the request having a cost or price of the service or materials required to fulfill (carry out) the event, this reads over “, desired amount, prices for furnishment of the commodities or service, desired in the sponsor. This requested *information is recorded in the input data recording unit 20C* as in figure 4, pars 0322-0323}.

Note: As for the limitation “to be attended by a plurality of attendees, this is considered as intended use of the step/function “recording”, in other word this limitation does not impact the manipulative step/function “recording a request” in the method claim.

2) receiving at the computing device a sponsorship offer comprising two or more sponsorship opportunities from a plurality of sponsorship opportunities available at the event, wherein at least one of the two or more sponsorship opportunities comprises distributing branded, tangible item distributed to the event attendees;

{see at least figures 18, 19 (element 42B), 20 (element 46C) and figure 21, at least pars. 0002, 0450-0451, 0454-0455, 0474-0475, 0479-0480 wherein YOSHIDA ET AL discloses *receiving commodities, services* (sponsorship opportunities) *that can be offered under sponsorship*, the commodities and services. One or more sponsorship opportunities comprise *logo commercial marks for business entities in a sport program, represented on sports equipment or advertisement plate or tower* {specifically pars. 0479-0480, figure 21}

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Note, as for the limitation “the two or more sponsorship opportunities to be given.....to defray at least a portion of the fulfillment cost of the requested service or tangible non-monetary asset” is considered as intended use of the step/function “receiving a sponsorship offer” because it is not a positively recited step. In other word, this limitation does not impact the manipulative step/function of “receiving a sponsorship offer comprising two or more sponsorship opportunities” in the method step, thus it is given no patentable weight. See MPEP 2173.05 (q), 2106, and 2111.04, which indicate that a method claim requires active, positive steps.

However, the term “defray the cost” is interpreted as “a given a way amount of money” or “pay the cost for a sponsorship event” and this is inherently included in the teaching of YOSHIDA ET AL as shown on pars. [0321-0323] which indicated “prices for furnishment of the commodities or service,” or the cost by the sponsorship for carrying out the event activities which would inherently defray at least partially the fulfillment cost of the request.

3) using the computing device to associate (link) the request (information request from requester) with a sponsorship offer (commodities and services offered from the business operators/register member)

{see at least figures 12, 14 at least pars. 0361, 0394 discloses sponsorship transaction broker server is used for a sponsorship transaction communication between the sponsorship requester and the sponsor/or business entities or registered member who offer the commodities and services.

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{see figures 1, 4-6; pars. 0319-0324; 0327-0329 discloses *the request is associated with desired conditions for sponsorship* (sponsorship opportunity). The desired conditions for sponsorship include *commodities or services, quantity, date and time of execution or use, site of use of delivery, amount, condition of use, conditions of distribution, items are to be entered in desired amount, prices for furnishment of the commodities or services*}}.

4) making the request and the associated sponsorship offer available to one or more potential providers of the requested service, non-monetary asset using computing device, the request and associated sponsorship offer indicating each of the at least one service or tangible, the two or more sponsorship opportunities available at the event, and the portion of the fulfillment cost of the at least one service to be defrayed by the two or more sponsorship opportunities;

{see at least pars. 0395-0396 figures 14 “steps 12-18”, discloses providing or making the sponsorship offer associated with the request available to the sponsor business operator e.g. par. 0394 discloses “*the server 35 receives the sponsorship transaction from the sponsorship client* (requestor)”; figure 14, step 13, par. 0395 “*if there is one or more pre-registered information that is in meeting with the sponsorship request, the affirmative results are obtained, notify to both relevant member* (sponsor business operator or provider) *and requester that there are counter parties that meet condition of both parties*”; figures 20-21 discloses making the sponsorship opportunities available at the event};

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As indicated above in paragraph (4), the term “defray the cost” is interpreted as “a given a way amount of money” or “pay the cost for a sponsorship event” and this is inherently included in the teaching of YOSHIDA ET AL as shown on pars. [0321-0323] which indicated “prices for furnishment of the commodities or service,” or the cost by the sponsorship for carrying out the event activities which would inherently defray at least partially the fulfillment cost of the request.

5) selecting the provider from the one or more potential providers of the requested service or tangible, non-monetary asset;

{see at least figures 14 (step16-17), figure 16, at least pars. 0398-0399 “determines the registered member (provider) to whom the sponsorship request is to be distributed; And pars. 0430-0431 discloses the agreement to sponsor from the sponsor business operator (provider)

6) allowing the selected provider to provide the requested service or tangible non monetary asset at the event;

{see at least figures 14, 16 at least pars. 0430-0431 discloses the agreement of the sponsorship opportunities between the sponsor requester and the provider (sponsor business operator), and the commodities and services (sponsorship opportunities) are available at the event};

7) providing for distributing the branded, tangible items to the event attendees.

{see pars 0479-0480 figure 21 A-C discloses the sponsorship offer that include the sponsorship opportunities for different program event, e.g. dramas event, the apparel, accessories makes, articles *worn by the performer*; for a sport program logos

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or other commercial marks for business entities represented sports equipment or advertisement plate or tower, sports goods, which requires the providing the branded tangible items to the event attendees.

As for dep. claim 3, YOSHIDA ET AL discloses the sponsorship offer presented to the event owner/requestor is a configurable sponsorship offer capable of being modified by the requestor/event owner {see at least figures 5-6; pars. 0227; 0322-0323}.

As for dep. claims 4-6, which discloses receiving a modification of the sponsorship offer from the event owner/requestor, wherein this modification is the modification of the sponsorship offer determines a portion of the fulfillment cost of the request defrayed by one or more sponsorship opportunities; and the modification of the sponsorship offer relates to a sponsorship exposure given to the provider of the request. This is taught in YOSHIDA ET AL {see at least figures 5-6; and 20-21 pars. 0322-0323; discloses the requestor enters the desired amount of the items of for the event, the prices for furnishment of the commodities or service; and figure 10; 0345-0347 discloses receiving the requested amount from the requestor}.

As for dep. claim 7 which discloses identifying a provider (sponsor or registered member) capable of providing the requested service, non-monetary asset. This is taught in YOSHIDA ET AL {see at least figures 10, 13 and 14; pars. 0394-0398 discloses the determine/identify the "register member/sponsor" to whom the sponsorship request is to be distributed; or whom meet with the sponsorship requester information}.

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As for dep. claim 8, which discloses transmitting the request and associated sponsorship offer to the identified provider, this is taught in YOSHIDA ET AL {see at least figures 10, 13 and 14; pars. 0394-0398}.

As for dep. claims 9-10 which discloses receiving an acceptance and counteroffer of the requested and associated the sponsorship offer from the identified provider, this is taught in YOSHIDA ET AL {see at least figure 16; pars. 0424-0427}.

As for dep. claims 11-12, which discloses the counter offer modifies a portion of the fulfillment cost of the request; and it is given to the identified provider at the event; this is taught in YOSHIDA ET AL {see at least figures 5, 6 and 10}

As for dep. claim 13, which discloses presenting a catalog of non-monetary assets or services to the event owner to assist the event, this is taught in YOSHIDA ET AL, see at least figures 4-6; 0002; 0234, 0321-0323.

As for independent claim 16, YOSHIDA ET AL disclose a system for facilitating an exchange of a service, non-monetary asset for use in an event for a sponsorship opportunity, comprising:

a) an agent server (brokerage server) coupled to a network {see figure 1-3, 12; at least pars. 0006; 0044; 0222-0225; 0234-0236}; and

b) a request database communicatively coupled to the agent server and comprising a catalog of a plurality of services non-monetary assets available use in an event, each of the plurality of services in the catalog having a respective fulfillment cost related to the event {see at least figures 1-3, 21; 0044-0046; 0222-0225; 0234-0236; 0480}

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wherein the agent server is configured to present the catalog to an event owner (a request for sponsorship) and configured to perform the similar steps of independent claim 1 above. Therefore, it is rejected for the same reason sets forth the rejected independent claim 1 as indicated above.

As for dep. claim 17, which discloses the agent server identifies a provider capable of providing the requested service, this is taught in YOSHIDA ET AL {see at least figures 10, 13 and 14; pars. 0394-0398.

As for dep. claim 18, which discloses the agent server transmits the request and associated sponsorship offer to the identified provider, this is taught in YOSHIDA ET AL {see at least figures 10, 13 and 14; pars. 0394-0398.

As for dep. claim 19, which discloses wherein the agent server receives an acceptance of the request and associated sponsorship offer from the identified provider, this is taught in YOSHIDA ET AL {see at least figure 16; pars. 0424-0427}.

As for dep. claims 20-22, which discloses the agent server, receives a counteroffer from the identified provider responsive to the request and associated sponsorship offer, and the agent server is to accept the counteroffer and transfer the counteroffer to the event owner. This is taught in YOSHIDA ET AL {see figures 14, 16-18; pars. 0225-0228; 0394-0398}.

As for dep. claims 23-24, which discloses the counteroffer modifies the portion of the cost of requested service by the sponsorship opportunities; and the counter offer modifies the two or more sponsorship opportunities to be given to the provider of the

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requested service at the event; This is taught in YOSHIDA ET AL {see at least figures 5-10; pars. 0322-0323; 0345-0347}.

As for claims 25-28, which discloses receiving the bid/information/price responsive to the request and associated sponsorship offer; and select the bids/prices to a predetermine criteria associate with the request, this is taught in YOSHIDA ET AL {see at least figures 5-6;10 pars. 0322-0323;0345-0347}.

As for independent claim 29, YOSHIDA ET AL discloses a computer readable storage medium comprising instructions to cause a computing device to perform a similar method steps in the above rejected independent claim 1, therefore it is rejected for the same reason sets forth the independent claim 1 above. Furthermore, YOSHIDA ET AL also discloses the step presenting to the event owner (broadcast business operator/requestor) a catalog of services available from one or more providers (sponsor) for use in the event {see at least figures 4-6, and 21; pars. 0319-0324;0479-0481}.

As for dep. claim 30, which deals with the providers/sponsor receiving the a plurality of bids/or an price offer, and selecting price offer for the sponsorship request from the owner/sellers, this is fairly taught in YOSHIDA ET AL {see figures 14, 16-18; pars. 0225-0228; 0394-0398}.

Response to Arguments

8. Applicant's arguments filed on 03/23/11 have been fully considered but they are not persuasive and further moot in view of the new ground of rejection.

1) In response to Applicant's argument on pages 11-12, Applicant states that YOSHIDA fails to disclose "*a sponsorship opportunities comprises distributing branded, tangible items to the event attendees*" as recited in the claims. YOSHIDA discusses including sponsors of a video program in auxiliary program data (by including "branding" information in the program broadcast. Applicants do not believe that inclusion in auxiliary data teach or suggests "*distributing a branded, tangible item to the event attendees*". However this is not persuasive for the following reasons:

a) The Examiner asserts that "the sponsorship opportunities comprises distributing branded tangible items to the event attendees" is considered as the type of information/data (sponsor opportunities) comprising another sub data such as (distributing brand, tangible items) that is received by the computing device as recited in the claims. E.g. "receiving at the computing device a sponsorship offer comprising two or more sponsorship opportunities selected from a plurality of sponsorship opportunities available at the event,.....wherein at least one of the two or more sponsorship opportunities comprises distributing branded, tangible items to the event attendees". In other word, the actual process of delivering or distributing the branded, tangible items to the event attendees has not occurred yet and thus the sponsorship opportunity is the type of information/data which is similar to the sponsorship opportunities in the auxiliary data of YOSHIDA.

b) YOSHIDA at least figure 21, par. 0480 discloses *receiving commodities, services (sponsorship opportunities) that can be offered under sponsorship. One or more sponsorship opportunities comprise logo commercial marks for business entities in a sport program, represented on sports equipment or advertisement plate or tower* {specifically pars. 0479-0480, figure 21}. Therefore, YOSHIDA discloses the claimed invention “*a sponsorship opportunity (information/data) comprises distributing branded, tangible items to the event attendees*” as shown in the rejection above.

2) In response to Applicant's argument on page 13, Applicant states that YOSHIDA fails to disclose “*making the request and sponsorship offer available to one or more potential providers*” as recited in the claims. However this is not persuasive because YOSHIDA {see at least figures 14 “steps 12-18”, par. 0394 discloses “*the server 35 receives the sponsorship transaction from the sponsorship client (requestor)*”; figure 14, step 13, par. 0395 “*if there is one or more pre-registered information that is in meeting with the sponsorship request, the affirmative results are obtained, notify to both relevant member (sponsor business operator or provider) and requester that there are counter parties that meet condition of both parties*”; figures 20-21 discloses making the sponsorship opportunities available at the event}. Therefore, YOSHIDA discloses “making request and the associated sponsorship offer available to one or more potential provider” as recited in the claim”.

3) In response to Applicant's argument on page 14, Applicant states “the discussion of the format of auxiliary data of YOSHIDA does not teach or discloses “two or more sponsorship opportunities” as recites in the claims; the “sponsorship

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opportunity" in YOSHIDA is always inclusion in the auxiliary data"; and "do not include indications of a "sponsorship opportunity available at the event"; and YOSHIDA would have no motivation to indicate "the two or more sponsorship opportunity available at the event".

However the Examiner respectfully disagrees with the Applicant's assertion that the "type of sponsorship opportunity" (e.g. auxiliary data) is similar to the "opportunity". Assuming YOSHIDA discloses only one type of sponsorship opportunity (inclusion in the "auxiliary data"), however there are plurality of the opportunities are included under the type of "auxiliary data" as indicated in figures 20-21, pars. 0470, 0475-0476, 0479-0480. For example, YOSHIDA specifically in figures 20-21, pars. 0475-0476 discloses under the ancillary data (type of sponsorship opportunity) comprise plurality of sponsorship opportunities (commodities and services are offered by the service provider) such as brand name, commodity category name, the apparel, makes, hair styles worn by the performer, furniture used in stadium set will be offered in the picture programs for motion pictures, dramas; logos or other commercial marks for business entities, represented on sports equipment or advertisement will be offered in a sports program. Therefore, YOSHIDA discloses the claimed invention "two or more sponsorship opportunities at the event" as indicated above.

4) In response to Applicant's argument on page 13, Applicant states that YOSHIDA fails to discloses "providing for distributing branded, tangible items to event attendees" as recited in the new amended language. This is not persuasive because YOSHIDA pars 0479-0480 figure 21 A-C discloses the sponsorship offer that include

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the sponsorship opportunities for different program event, e.g. dramas event, the apparel, accessories makes, articles *worn by the performer*; for a sport program logos or other commercial marks for business entities represented sports equipment or advertisement plate or tower, sports goods, which requires the providing the branded tangible items to the event attendees. Thus YOSHIDA discloses "providing for distributing branded, tangible items to event attendees" as recited in the claim.

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Any inquiry concerning this communication or earlier communications from the examiner should be directed to Thuy-Vi Nguyen whose telephone number is 571-270-1614. The examiner can normally be reached on Monday through Thursday from 8:30 A.M to 6:00 P.M.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Janice Mooneyham can be reached on 571-272-6805. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/T. N./

Examiner, Art Unit 3689

/Janice A. Mooneyham/

Supervisory Patent Examiner, Art Unit 3689

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